

3.0 PROJECT DESCRIPTION

3.1 Site Location and Description

The Ponto Beachfront Village Vision Plan area is located within the City of Carlsbad, California, in northern San Diego County. Figures 3-1 and 3-2 provide a regional map and a vicinity map, respectively. The Ponto Vision Plan Study Area is located within an approximately 130-acre, relatively narrow strip of land, approximately 1/8 mile wide and 1–1/2 miles long, located between Carlsbad Boulevard to the west and the San Diego Northern Railroad tracks and right-of-way to the east. Portions of the plan area extend north to Poinsettia Lane and south to La Costa Avenue.

Under the Ponto Beachfront Village Vision Plan, the area considered viable for future development (hereafter referred to as the “Ponto Area”) consists of approximately 50 acres, with its northern limit at Ponto Drive and its southern limit at the Batiquitos Lagoon. Figure 3-4 provides an aerial photo of the project area and identifies the Ponto Study Area and the Area of Future Development. The property includes Assessor Parcel Numbers (APNs) 214-160-04, -05, -06, -10, -11, -13, -19, -20, -21, -24, -25, -27, -28, -29, -34, -35, -36; 214-171-11; 214-590-04; 216-010-01, -02, -03, -04, -05; and 216-140-17, -18. Specifically, the approximately 50-acre development area is located on the USGS Encinitas, California 7.5’ topographic quadrangle within the southwest corner of Section 28, the southeast corner of Section 29, the northeast corner of Section 32, and the northwest portion of Section 33, Township 12 South and Range 4 West of the San Bernardino Base Meridian.

A portion of the Ponto Area is within the South Carlsbad Coastal Redevelopment Area (SCCRA) which was established in July 2000; refer to Figure 3-3. The SCCRA Redevelopment Plan gives the Carlsbad Housing and Redevelopment Commission the legal authority to use various powers to achieve the goals of the Redevelopment Plan.

The proposed development area currently consists of 16 lots supporting residential units mixed with small light-industrial type businesses totaling approximately eight acres and 11 vacant lots totaling approximately 42 acres. The majority of the Ponto Area has been previously disturbed by former agricultural activities and various improvements and developments, including construction of the San Diego Northern Railroad, commercial structures, residential structures, drainage channels, and roadways. The majority of the 50-acre development area currently stands largely undeveloped, with the exception of a number of single-family residences, some of which have on-site businesses, including a wood and sheet metal shop, an auto service/storage yard, wood chipping, a salvage yard, heating and air conditioning manufacturer, dog kennel, a storage facility, and an upholstery and an antique store.

The following General Plan designations currently apply to the Ponto Area: UA – Unplanned Area; TR/C – Travel/Recreation Commercial; RMH – Residential Medium High (8–15 dwelling units/acre); RMH/TR – a dual designation indicating that with further planning, one or both uses may be appropriate; and, OS – Open Space and Community Parks. The project would require a General Plan Amendment to designate the Ponto Area as an area of “Special Planning Consideration” that will require proposed development within the Ponto

Area to be developed under the guidance of the Ponto Beachfront Village Vision Plan; refer to Table 3-1.

At present, there are three City zoning designations for the various parcels in the Ponto Area. These designations include: PC – Planned Community; CT-Q – Commercial Tourist zone with Qualified Development Overlay; RD-M-Q – Residential Density – Multiple zone with Qualified Development Overlay. Several parcels have a dual designation, CT-Q/RD-M-Q, indicating that with further planning, one or both uses may be appropriate. No changes to the existing zoning are proposed with implementation of the Vision Plan.

On-site elevations across the study area for the project range from approximately 80 feet above mean sea level (amsl) on top of the bridge abutments at the Poinsettia Lane overcrossing of the San Diego Northern Railroad to sea level along the Pacific shoreline and within Batiquitos Lagoon. The project site is located on a westerly sloping series of well-defined coastal terraces above the Pacific Ocean. Topography within the Ponto Area is generally gently sloping, with elevations generally ranging from approximately 30 feet amsl in the southern portion of the property to approximately 70 feet amsl just north of Avenida Encinas. The area south of Avenida Encinas is a bluff area with views out to the Batiquitos Lagoon and the Pacific Ocean. A high point in elevation occurs at the intersection of Ponto Drive and Avenida Encinas. Ponto Drive slopes down into the area of lowest elevation, where the former off-ramps and underpass for Old Highway 101 were located.

An approximately 570-foot long drainage averaging three feet wide originates east of Carlsbad Boulevard at Ponto Drive. The drainage runs south through an empty lot to a concrete ditch, which connects to a storm drain that then connects to the Pacific Ocean.

To the north of the Ponto Area is the Hanover Beach Colony residential neighborhood. Northeast of the Ponto Area is Lakeshore Gardens, a mobile home park. Shopping and services for the residential neighborhoods are located along Avenida Encinas, east of the residential areas. To the south of the project site is the Batiquitos Lagoon, and directly west of the Ponto Area, on the oceanfront bluffs adjacent to Carlsbad Boulevard, are the campsites of the South Carlsbad State Beach, with the beach and Pacific Ocean below.

The Ponto Beachfront Village Vision Plan EIR is intended to assess potential environmental impacts on a programmatic scale, rather than requiring individual owners within the Plan Area to prepare individual environmental documentation prior to development. The EIR will allow for areas affected by the Vision Plan to be fully analyzed for potential environmental impacts and for project alternatives to be analyzed to reduce potential impacts.

3.2 Project Description

The Ponto Beachfront Village Vision Plan is intended to provide guidance for future development of the Ponto Area, as directed by the City of Carlsbad's General Plan and the South Carlsbad Coastal Redevelopment Area Plan. The Vision Plan sets forth a vision of what land uses could occur; presents goals and objectives that support the vision; and provides an implementation strategy and design guidelines for the projects that will implement the vision.

The Vision Plan is intended for use by prospective developers and their consultants, City of Carlsbad staff, and those performing design review on individual projects. The Vision Plan is

divided into six specific character areas with designated land uses (consistent with existing zoning). However, the Plan allows for flexibility to respond to changing conditions in the future. As such, the Plan will allow for a designated land use in one character area to extend to an adjacent area, provided that the overall intent of the Vision Plan is not compromised. Extension of a land use into an adjacent character area would require approval from the Director of Housing and Redevelopment and the Director of Planning.

3.2.1 Vision Plan Land Use Summary

3.2.1.1 Proposed Land Uses

The Vision Plan provides overall guidance for development of the Ponto Area, and designates six distinct Character Areas: Mixed Use Center, Beachfront Resort, Townhouse Neighborhood, Village Hotel, Live-Work Neighborhood, and Garden Hotel. Although the Vision Plan is intended to establish an ideal scenario, individual projects may be implemented differently, and will be required to be consistent with the vision established within the Plan; refer to Figure 3-5 and Table 3-2. Refer also to the Ponto Beachfront Village Vision Plan for in-depth discussion of the proposed land uses. The following is a description of the land uses proposed within each of the six Character Areas:

- **Mixed Use Center** - The Mixed Use Center would be the core of the Ponto Beachfront Village and would contain both commercial and multi-family residential uses. To maximize economic viability for businesses in the Mixed Use Center, both visitor-serving and neighborhood-serving uses and services are envisioned. A Wetland Interpretive Park, Nature and Art Center, and underpass trail to the west side of Carlsbad Boulevard are envisioned. Parking for the uses may be provided by a four-level parking garage (one below ground, three above ground). The area would be central to residents of the Townhome Neighborhood, Live/Work and Mixed Use developments, and visitors staying at the three hotels and the surrounding off-site residential neighborhoods. The current General Plan land use designation for this area is UA - Unplanned Area.
- **Beachfront Resort** – The Beachfront Resort is envisioned as an upscale resort that would anchor the south end of the Ponto Beachfront Village, while creating an attractive landmark for the southern gateway to Carlsbad. The resort would be a combination of hotel lodging and timeshare, with a full-service restaurant, meeting facilities and publicly accessible retail shops and services. The resort would include a wide public trail on the perimeter of the grounds.
- **Townhouse Neighborhood** – The Townhouse Neighborhood would be a high-density residential neighborhood (19 dwelling units per acre), located along the eastern edge of the Beachfront Village. The neighborhood would offer residents numerous recreation opportunities and walkable access to a variety of services and amenities.
- **Village Hotel** - The Village Hotel would be located in the eastern portion of the project site and would provide a combination of lodging and amenities for guests to the Ponto Beachfront Village. This site could also be developed as a courtyard apartment complex.

- **Live-Work Neighborhood** - Building on the mix of uses originally located in the area, including residential and commercial services, the Live-Work Neighborhood would provide living space, as well as office and workspace for on-site artists, lawyers, architects, and a variety of other craftspeople and professionals. The Live-Work designation would allow for the adaptive reuse of existing buildings and/or the continuation of compatible uses. This site could also be developed with more traditional horizontal and vertical mixed-use developments.
- **Garden Hotel** - The three-story Garden Hotel would provide both hotel lodging and a small conference facility. Views to the ocean and of on-site, landscaped plazas would be afforded from this location. Parking may be provided in a two-level parking garage.

3.2.1.2 Open Space and Parks

Planned open space and park amenities are also envisioned for the Ponto Area. The following amenities may be included in development of the project site:

- A community trail that would protect community views to the lagoon and ocean. The trail would be 10 to 12 feet in width, and serve as a multi-use trail that would connect to the existing regional trail around the lagoon;
- A pedestrian underpass (under Carlsbad Boulevard) to the State Beach entrance;
- A Wetland Interpretive Park and Boardwalk Trail;
- A community facility in the form of a Nature and Arts Center;
- Trails and pathways for pedestrians and bicyclists;
- A park on the west side of Carlsbad Boulevard that would include benches and picnic tables; and,
- An estimated 104 public parking spaces on the west side of Carlsbad Boulevard to facilitate use of the State Beach.

3.2.2 Supporting Public Services and Utilities

The Ponto Area is subject to the City of Carlsbad's Local Facilities Management Plan (LFMP), which addresses future development's demand on public services and facilities. The Ponto Area is located within the City's LFMPs for Zones 9 and 22. The City's Growth Management Plan requires the preparation of an LFMP to provide details of how public facilities (i.e. parks, drainage, wastewater treatment, etc.) needed to accommodate development within Zones 9 and 22 will be provided, as required in a manner consistent with the City's Growth Management Ordinance. Amendments to the LFMPs for Zones 9 and 22 may be required over time to update the documents to reflect development of the Ponto Area in the future.

Several existing major utility lines running through the project area create limitations for future development unless they are relocated. The utilities follow the alignment of the old U.S. 101 highway off-ramp pattern that previously existed in the Ponto Area. As seen on Figure 3-6, these utilities include a 12-inch high pressure gas fuel line operated by Southern

California Gas, three sewer force mains that transport Leucadia Wastewater District flows to the Encinas treatment facility, and an 84-inch storm drain that collects flows from offsite residential areas north of the project area for conveyance to Batiquitos Lagoon.

3.2.2.1 Sewer Force Main

The Leucadia Wastewater District's three sewer force mains that currently run at an angle through the project site and along the internal streets would be relocated to run parallel to the northbound lanes of Carlsbad Boulevard.

Two alternatives exist for sewerage the project area. Alternative 1 (single-gravity system) proposes to direct the entire project area sewage flow to the southeast corner of the Resort Hotel area. A connection would need to be jack and bored under the railroad tracks to tie into an existing 10-inch stub provided by the existing Knots Lane Lift Station. To provide adequate cover for the sewer line, a portion of the low-lying area south of the existing frontage road would need to be raised approximately eight to ten feet. This would require that Ponto Road and Beach Way be constructed an estimated eight to ten feet above the existing on-site elevations.

Alternative 2 (two independent systems) proposes to construct a new lift station to service the area north of Avenida Encinas. To provide adequate cover for the sewer line, a portion of the low-lying area south of the existing frontage road would need to be raised approximately eight to ten feet, requiring that Ponto Road and Beach Way be constructed an estimated eight to ten feet above the existing on-site elevations to achieve gravity sewer flow from north to south. Sewerage would be directed to the new lift station and lifted to a gravity line, which would be jack and bored under the railroad tracks to connect into an existing 15-inch gravity main draining northerly towards Poinsettia Avenue. The area south of Avenida Encinas (Resort Hotel) would drain towards the southeast corner of its site and connect to the existing Knots Lane Lift Station via jack-and-bore under the railroad tracks. Refer to Sections 3.2.3.3 and 5.12.10 for additional discussion.

3.2.2.2 Gas Fuel Line

A 12-inch high-pressure gas fuel line on-site is owned by Kinder-Morgan and maintained by Kinder-Morgan and San Diego Gas and Electric (SDG&E); refer to Figure 3-6. The Ponto Vision Plan proposes two potential relocation routes, both that would move the gas line into street rights-of-way. There are a number of other potential relocation routes, such as along the western edge of the railroad right-of-way or along Carlsbad Boulevard that may be considered, with the preferred alternative ultimately satisfactory to all parties affected.

3.2.2.3 Storm Drain

An 84-inch storm drain that collects offsite flows from residential areas north of the project area for conveyance to Batiquitos Lagoon currently runs at an angle through Ponto, potentially impacting development of the Mixed Use Center. It is proposed that this storm drain be relocated onto internal streets and then run parallel to the northbound lanes of Carlsbad Boulevard. Further technical studies will be needed in the future as individual ownerships within the Ponto Area are developed to identify design and construction issues

and potential impacts to the existing infrastructure, due to the re-alignment of the storm drain. As discussed in Section 5.10 of this EIR, existing surface water from the east (across the railroad) within an 84" diameter pipe is planned to bypass through the site without commingling of flows from treated surface water from the proposed development. Drainage from the site with implementation of the Vision Plan would be retained for treatment on-site or directed via a new storm drainage system within the property to a low spot along Carlsbad Boulevard, or towards Batiquitos Lagoon. As part of the application process, individual property owners would be required to prepare a Storm Water Management Plan (SWMP) to address the treatment of storm water flows from their properties. Refer to Section 5.12.5 for additional discussion.

3.2.2.4 Dry Utilities

Existing overhead facilities (electric, telephone and cable) that currently run along Carlsbad Boulevard, the frontage road, and across the various parcels in the project area would be undergrounded by each developer as individual projects are built. These facilities have already been moved underground on the southern section of Ponto Drive, although their location may need to be re-evaluated, dependent upon engineering design of individual projects along this portion of the roadway.

Electric Distribution System: SDG&E would provide electric service to the project area. A contractor hired by individual developers would provide all trenching, backfill, conduit and substructures necessary for each subarea. This may also include additional facilities deemed necessary by SDG&E for system reliability. SDG&E would install the necessary cable, connectors, and pad-mounted equipment as required.

Natural Gas Distribution System: SDG&E currently maintains a natural gas system on Carlsbad Boulevard, Ponto Road and Avenida Encinas that has adequate capacity to serve the Ponto Vision Plan's intended land uses. Facilities would be installed by each developer's contractors and would require monetary advances to SDG&E for the cost of their facilities.

Telephone and Cable Television Service: AT&T and Time Warner Cable Communications are the telephone, cable and data companies for the project area. AT&T would extend their system and provide a single point of connection to each subarea. Time Warner Communications would extend their system and provide the necessary conduits to residential and commercial customers.

3.2.3 Vehicular Circulation and Roadway Improvements

Ponto Beachfront Village would be served by a number of existing and planned roadways, including: Carlsbad Boulevard, Avenida Encinas, Ponto Drive, and internal public and private drives. All roadways would be designed as livable streets with traffic calming devices, with elements such as raised crosswalks, corner bulb-outs, medians, and street trees potentially integrated into the design.

3.2.3.1 Carlsbad Boulevard

Carlsbad Boulevard presently supports local and regional traffic and is a north-south alternative to Interstate 5. The Vision Plan considered several alternatives for the re-

alignment of the northbound and/or southbound lanes of Carlsbad Boulevard, either to the east or to the west of their current location; refer to Figures 6-1A and 6-1B. The alignments were evaluated within the Vision Plan for potential effects relative to impacts on biological resources, parking, traffic signal operations and bridge requirements; refer to Table 3-3. It was determined that by moving the southbound lanes between existing Ponto Road and Avenida Encinas further to the east, many of the overall goals and objectives of the Vision Plan could be achieved; refer to Section 6.0 for additional discussion.

By moving the roadway alignment eastward, additional land would be provided on the west side of Carlsbad Boulevard on which to locate community amenities and implement aesthetic improvements (pedestrian underpass, beach parking spaces, multi-use trail, and median beautification). Alternative #1 was determined to be the preferred alignment within the Vision Plan, and is considered to be the Environmentally Superior Alternative with respect to the re-alignment alternatives considered for Carlsbad Boulevard; refer to Figure 6-1A. The re-alignment proposed with Alternative #1 would allow for a five to ten-foot linear park pathway or sidewalk along each side of the roadway with parking provided along one side of the road. In addition, a Class II, eight-foot wide bike lane could be constructed on both sides of the roadway, with two 12-foot wide travel lanes in either direction, separated by an 18-foot wide landscaped median. Approximately 68 new parking spaces for beachgoers could also be located along the southbound lanes of Carlsbad Boulevard between Ponto Road and Avenida Encinas with Alternative #1; refer to Figure 3-7.

In addition, the repositioning of the roadway would provide potential opportunities for the State Parks campground to expand onto land vacated by the re-alignment. Additional land would be available for a linear park adjacent to the State Beach for public use.

With the realignment, the Vision Plan envisions a new access point into the Beachfront Village from Carlsbad Boulevard, approximately midway between Ponto Drive and Avenida Encinas. The intersection would be signalized, and a dedicated left-turn lane along Carlsbad Boulevard southbound lanes would be constructed.

Alternative alignments for Carlsbad Boulevard are discussed further in Section 6.0 of this EIR. Graphic depictions of the alternative alignments for Carlsbad Boulevard are found in Figures 6-1A and 6-1B.

3.2.3.2 Ponto Drive

Ponto Drive would be the spine of the circulation system for the Ponto Area development. It is envisioned that the existing roadway be improved and extended north through the Ponto Area as a two-lane roadway with a planted median, bike lane, parkways, and ample sidewalks. The addition of Beach Way would connect the segments of Ponto Drive and Ponto Road. The improved Ponto Drive would be accessed from Carlsbad Boulevard, Avenida Encinas, and (proposed) Beach Way.

3.2.3.3 Beach Way

The construction of Beach Way is proposed to provide an additional access point to the Ponto Area from Carlsbad Boulevard. The roadway would run east-west between Ponto Road and Ponto Drive and would terminate in a cul-de-sac at the easterly edge of the Ponto

Area. It is anticipated that the road would be improved as a two-lane roadway with a planted median, bike lane, parkways, and sidewalks.

Construction of Beach Way would require raising the elevation of the roadbed approximately eight to ten feet above the existing elevation to connect to Carlsbad Boulevard and to meet roadway design standards (gradient, etc.). Construction of this roadway is required to allow for future gravity sewer flow from north to south across the site, as described in Section 3.2.2.1 above. By raising the elevation of the roadbed for Beach Way, access provided by the existing on-site frontage roadway along Carlsbad Boulevard may be temporarily impaired, thereby affecting the adjacent private landowners. Extensive grading may be required, and a retaining wall would likely need to be constructed along portions of Beach Way to enable the elevational change required for construction of the roadway. These issues would be addressed by the City Engineer at the time of design and construction of the roadway to ensure that adequate circulation is provided and that design standards are met.

Potential impacts resulting from these roadway improvements have been considered as part of the EIR impact analysis; however, if Beach Way is not constructed, impacts to traffic resulting from the proposed project would differ from that assumed for the EIR, as traffic distribution patterns generated by the project would be altered. Therefore, construction of this roadway is important for circulation purposes and would be required as part of the future development of the Ponto Area.

3.2.3.4 Avenida Encinas

Avenida Encinas would provide access to the Ponto Beachfront Village via Ponto Drive as well as direct access into the Beachfront Resort. As part of the realignment of Carlsbad Boulevard, a new left turn lane would be added to the northbound lanes at Avenida Encinas, to allow beachgoers access to the southern portion of Carlsbad State Beach.

3.2.3.5 Private and Public Drive Aisles

Internal circulation would be enhanced through a number of small private and public drives in and around proposed developments, including hotels, mixed-use, live-work, and the residential neighborhood. These drive aisles and private drives would accommodate a mix of users, including automobiles, cyclists, and pedestrians.

3.2.3.6 Existing Frontage Road

The existing frontage road currently used by property owners would be vacated over time as development and ownership changes occur. With construction of a new access point to Ponto Road from Carlsbad Boulevard, the frontage road's existing connection to Ponto Road would end. Interim access for property owners would be assured via a temporary road through one of the frontage road parcels.

3.2.4 Pedestrian and Bicycle Circulation

3.2.4.1 Internal Sidewalks and Paseos

The Ponto Beachfront Village would be designed to create a pedestrian and bicycle-friendly environment, integrating traffic calming measures such as raised crosswalks, pedestrian refuge islands, street trees, mid-block crossings, and corner bulb-outs. A sidewalk system and pedestrian plazas and paseos would support pedestrian travel within the Ponto Beachfront Village. Five-foot wide non-contiguous sidewalks with landscaped parkways are envisioned along Ponto Drive, combined with a variety of pedestrian connections between buildings.

3.2.4.2 Multi-Use Path East of Carlsbad Boulevard

A meandering multi-use path within a 40-foot landscaped setback is envisioned along the east side of Carlsbad Boulevard, providing a connection with the existing path and enhanced buffer to the north. Connections into the Beachfront Village projects would be provided at various points along the path to enhance recreational and pedestrian circulation resources.

3.2.4.3 Multi-Use Path West of Carlsbad Boulevard

Along the west side of Carlsbad Boulevard, a multi-use path running roughly parallel to Carlsbad Boulevard is envisioned. The path would vary from approximately eight feet to twelve feet in width where it is adjacent to the linear park.

3.2.4.4 Boardwalk Trail

A boardwalk trail is envisioned to provide a link between the mixed-use developments on either side of the wetland and to offer nature interpretation and education opportunities for users. The boardwalk trail would also serve as the connection to and from the pedestrian path under Carlsbad Boulevard. Access to the boardwalk would be provided from the surrounding pedestrian plazas and the Ponto Drive sidewalks, as well as directly from the Carlsbad Boulevard underpass.

3.2.4.5 Beachfront Resort Community Trail

A public trail around the perimeter of the Beachfront Resort is envisioned to ensure that proposed development would not preclude community views to the lagoon and ocean. A multi-use trail approximately ten to twelve feet wide is envisioned, with landscaped edges, interpretive signage, and occasional seating areas along the path. The trail would eventually wrap around Avenida Encinas via a parallel route with the railroad.

3.2.4.6 Pedestrian Underpass to State Beach Entrance

A dedicated pedestrian underpass connecting the boardwalk trail and the path on the beach side of Carlsbad Boulevard is also envisioned. The underpass path, which could incorporate a handicapped access ramp, would safely move visitors from Ponto Beachfront Village to the beach area without crossing Carlsbad Boulevard traffic.

Existing utilities both on-site within the Ponto Area and in offsite areas (e.g., Carlsbad Boulevard) may be affected by improvements or re-alignment activities as envisioned in the Vision Plan. As such, additional technical studies will be required at the time individual ownerships within the Ponto Area are developed in the future to identify design and construction issues and potential impacts to the existing infrastructure.

3.2.4.7 Bicycles

It is envisioned that bicycle circulation would occur primarily along dedicated bike lanes on Carlsbad Boulevard and Ponto Drive, as well as on the internal drives and alley within the Beachfront Village. However, recreational cyclists may also use the multi-use paths along either side of Carlsbad Boulevard, as well as the Beachfront Resort Trail. To further encourage bicycles in the Village, ample bicycle parking may be provided in commercial area parking lots and adjacent to pedestrian paths.

3.2.4.8 Connection to Regional Trail System

A link to the regional trail system by means of a pedestrian / bicycle bridge over the railroad tracks is envisioned with the project. The bridge would be located at the southeast corner of the Beachfront Resort Hotel grounds, atop the bluff overlooking Batiquitos Lagoon and would connect the Beachfront Resort's community trail to the regional trail in the Poinsettia Shores residential community, with access to the trail running behind homes along Stern Way and also to the north-south trail along the railroad right-of-way.

The regional Coastal Rail Trail currently runs along the railroad tracks north of Ponto Beachfront Village, but then turns east at the Poinsettia Coaster station and continues south along Avenida Encinas until it reaches Carlsbad Boulevard. The Ponto Beachfront Village's trails system would provide additional routes and linkages for Coastal Rail Trail users.

3.2.5 Conceptual Grading Plan

Grading within the Ponto Area would be site-specific and would occur as individual project applications are submitted over time. All development within the Ponto Beachfront Vision Plan Area would be consistent with the City's Grading Ordinance and standard regulations as applicable.

As stated above, construction of Beach Way would require raising the existing ground elevation by approximately eight to ten feet in height. As Beach Way would run adjacent to four of the land use areas within the Ponto Area, these properties would potentially be affected by construction of the roadway; refer to Figure 3-5. Grading plans for the first individual ownership to develop along Beach Way (thereby requiring construction of the road) would need to consider grading requirements for the roadway and how raising the existing ground elevation would potentially affect development of and access to the adjacent parcels.

3.2.6 Phasing

As properties within the Ponto Area are all privately owned, development of the area will take place incrementally as individual property owners choose to undertake development or

redevelopment activities. As such, a scheduled phasing plan has not been established for the project; however, it is anticipated that development of the site will begin within the next two to five years and will occur into the future.

3.2.7 Technical, Economic, and Environmental Characteristics

3.2.7.1 Technical

Implementation of the Ponto Vision Plan would require construction and grading activities on both the part of the City (e.g., for re-alignment of Carlsbad Boulevard) and on the part of individual landowners (e.g., frontages onto public roadways) within the Ponto Area. On-site improvements would involve grading of building pads for residential, commercial, resort, and recreational uses on the site. Additional grading and construction would be required for the installation of utilities and for proposed circulation improvements. Resulting grading quantities would be determined at the time project-specific improvement plans or site plans were reviewed and approved by the City Engineer. Phasing of improvements and construction would be necessary, as the development would occur within different on-site areas over time.

3.2.7.2 Economic

The primary financing tool for projects within the South Carlsbad Coastal Redevelopment Area would be private investment. Public facilities and/or improvements would be financed through tax increment financing, or other means of financing, as appropriate.

As envisioned by the Vision Plan, development of the Ponto Area would result in the construction and sale of multi-family residential units and timeshare units. The sale of these units would be affected by the economic conditions and the characteristics of the real estate market over time. Affordable housing would be provided to lower income individuals as required by the City and the Plan for the SCCRA. Similarly, the occupancy rate of or demand for the proposed hotels would be subject to any economic conditions that influenced the travel industry. The availability of public services and facilities for the Ponto Area, as anticipated in the City's Growth Management Plan, would also influence the economic feasibility of the proposed development of the site.

3.2.7.3 Environmental

The majority of the Ponto Area is disturbed habitat and developed land. Topography in the Ponto Area is generally gently sloping, with on-site topography ranging from approximately 30 to 70 feet amsl. The project site is located on a westerly sloping series of well-defined coastal terraces above the Pacific Ocean. A small terrace occurs north of the mouth of the lagoon on the east side of Carlsbad Boulevard within the study area. A portion of the site is developed with single-family residential uses, intermixed with small-scale commercial and light industrial uses.

3.2.8 Project Goals and Objectives

By undertaking the proposed project, the applicant desires to optimize development of the subject property to the highest and best land use, consistent with local and regional land use goals and policies and within the limits of all applicable local, state, and federal government regulations.

The City recognizes the importance of the Ponto Area relative to the City of Carlsbad. Its prime coastal location at the City's south edge, across from the State Park beach campground and near new single-family neighborhoods, offers the opportunity for the Ponto Area to become an integral part of Carlsbad, providing amenities for both tourists and City residents.

The City's goals for the Ponto Beachfront Village Vision Plan are:

- 1) Establish the Southern Coastal Gateway to the City;
- 2) Recognize and provide flexibility for the individual private property owners within the plan area;
- 3) Accommodate a balanced and cohesive mix of local- and tourist-serving commercial, medium- and high-density residential, mixed use, live/work, and open space land use opportunities that are economically viable and support the implementation of these goals;
- 4) Provide site design guidelines that require street scenes and site plans to respect pedestrian scale and express a cohesive and high-quality architectural theme;
- 5) Establish a pattern of pedestrian and bicycle accessibility that links the planning areas internally as well as with adjacent existing and planned pedestrian and bicycle facilities;
- 6) Provide expanded and enhanced beach access;
- 7) Establish a mixed-use district that encourages local and tourist-oriented retail, commercial, recreational and residential uses;
- 8) Require landscape architecture that celebrates the historic past and horticultural heritage of the City;
- 9) Assure that public facilities and services meet the requirements of the Growth Management Plan; and,
- 10) Conform with the General Plan, Amended Zone 9 and 22 Local Facilities Management Plans (LFMP), applicable City ordinances, regulations and policies.

In addition, the following goals were established within the *South Carlsbad Coastal Redevelopment Area Redevelopment Plan* (July 2000) and are applicable to the Ponto Vision Plan Area:

- 1) Eliminate blight and environmental deficiencies in the Project Area;
- 2) Assemble land into parcels suitable for modern, integrated development with improved pedestrian and vehicular circulation in the Project Area;
- 3) Replan, redesign, and develop properties that are stagnant or improperly utilized;

- 4) Increase, improve, and preserve the City's supply of housing affordable to very low, low- and moderate-income households;
- 5) Develop new beach and coastal recreational opportunities;
- 6) Facilitate the redevelopment of the Encina Power Generating Facility to a physically smaller, more efficient power generating plant;
- 7) Provide a funding source for the potential realignment of Carlsbad Boulevard that will yield excess property that could facilitate expansion of the Carlsbad State Beach campgrounds and other recreational facilities, and/or development of cultural facilities or other public facilities;
- 8) Retain as many existing businesses as possible by means of redevelopment and rehabilitation services;
- 9) Enhance commercial and recreational functions in the Project Area;
- 10) Strengthen the economic base of the Project Area and the City by the installation of needed on- and off-site improvements to stimulate new commercial/residential expansion, employment and economic growth;
- 11) Increase parking and open space amenities; and,
- 12) Implement performance criteria to assure quality site design and environmental standards to provide unity and integrity to the entire Project Area development.

3.2.9 Discretionary Actions and Approvals by the City of Carlsbad and Other Agencies

Consistent with Sections 15050 and 15367 of the State CEQA Guidelines, the City of Carlsbad will act as the "lead agency." The lead agency is identified as "the public agency which has the principal responsibility for carrying out or approving a project."

The Ponto Beachfront Village project would be implemented at a plan-wide and individual project level. To implement the Vision Plan, the Plan would require such actions as approval by the City and amendments to the General Plan and Local Coastal Program, as well as to the LFMPs for Zones 9 and 22, as appropriate. Implementation at the private landowner level would involve approval of the required, applicable permits, as well as such permits as a Section 401 Water Quality Certification, Section 404 Clean Water Act Permit, or Section 1602 Streambed Alteration Agreement, as applicable.

Table 3-4 lists the agencies from which approvals and permits are required. The permits and approvals have been listed in the approximate order in which they are expected to be obtained.

3.2.10 Discretionary Actions and Approvals by Other Agencies

Additional approvals may be required by a Responsible Agency or a Trustee Agency to allow for actions involved with development of the project site. A Responsible Agency includes "all public agencies other than the lead agency which have discretionary approval power over a project (Section 15382), such as the California Coastal Commission or U.S. Army Corps of Engineers." Similarly, Trustee Agencies may also give approval and include state agencies

“having jurisdiction by law over natural resources affected by a project which are held in trust for people of the State of California” (Section 15386), such as the California Department of Fish and Game. Other agencies may include, but are not limited to the following (refer also to Table 3-4):

- U.S. Army Corps of Engineers;
- California Dept. of Fish & Game;
- United State Fish & Wildlife Service; and,
- San Diego Regional Water Quality Control Board (RWQCB).

3.3 Consistency of Project With Applicable Regional and General Plans

The proposed project would be consistent with goals, policies, and guidelines set forth in the City of Carlsbad *General Plan*, the *Local Coastal Program*, *South Carlsbad Coastal Redevelopment Plan*, the City of Carlsbad Zoning Ordinance, City of Carlsbad *Growth Management Plan*, Local Facilities Management Plans (Zones 9 and 22), City of Carlsbad Scenic Corridor Policies, and *Habitat Management Plan*. In addition, portions of the project are subject to the goals and policies given in the *Poinsettia Properties Specific Plan* (SP 210) and the *Poinsettia Shores Master Plan* (MP 175(c)). Project development and proposed mitigation would also be consistent with the San Diego Air Pollution Control District rules and regulations and the Air Quality Management Plan; the City General Plan Circulation Element; Regional Water Quality Control Board Basin Plans; and all other plans, regulations, or policies, as applicable.

3.4 Existing Development Applications within the Ponto Development Area

As mentioned previously, one development application and three preliminary review applications had been submitted to the City at the time the City was directed to prepare an EIR for the Ponto Beachfront Village project. The descriptions below represent the projects at the time when the EIR was required and development within the Ponto Area was placed on hold. As such, the scale, density, or land use types may ultimately be revised in the future; however, these projects will be required to maintain consistency with the overall vision, goals and guidelines given in the Ponto Beachfront Village Vision Plan, once it is adopted.

3.4.1 Hilton Carlsbad Beach Resort

Submitted Application: SDP 05-14/CDP 05-43/RP 05-11

The site is generally located on the east side of Carlsbad Boulevard, south of Poinsettia Lane, and covers approximately 7.0 acres of land. Access to the project site would be provided via Ponto Road. The proposed project would include 215 hotel rooms; 12,820 square feet (SF) of meeting space; a 5,030 SF restaurant; a 1,990 SF café/bar; and spa. In addition, a three-story parking garage is also proposed. Publicly accessible amenities would include oceanfront meeting rooms for functions and weddings, a public spa, and a pedestrian trail along Carlsbad Boulevard. The project would total approximately 24,000 square feet.

The existing General Plan Land Use Designation for the Hilton Carlsbad Beach Resort is Residential Medium High/Travel-Recreation (RMH/TR) with approximately 1.5 acres designated TR at the northernmost end of the site. The zone designation for the site is Commercial Tourist – Qualified Development Overlay/Residential Density – Multiple zone with Qualified Development Overlay (CT-Q/RD-M-Q), with the northernmost 1.5-acre parcel designated CT-Q. The northernmost approximately 1.2-acre parcel of the property is within the Poinsettia Properties Specific Plan. The Specific Plan zoning for that parcel is CT and the General Plan designation is TR.

The project consists of one main, 215-room hotel building and a parking structure on the eastern end of the property. The main hotel is proposed as a one-story building at the northern end, adjacent to the single-family homes, and three stories further south.

3.4.2 Dale Schreiber Ponto Resort

Preliminary Review: PRE 05-58

This site is generally located on the northeast corner of future Beach Way and Ponto Drive and the southwest corner of future Beach Way and Ponto Drive. The total land area for both properties is approximately 4.7 acres. Access is proposed from future Beach Way for the northeastern property and from Ponto Drive for the southwestern property. The project would include approximately 269 hotel units, 216 of which are proposed on the northeastern property and 53 are proposed on the southwestern property.

The proposed project consists of two structures that will house hotel rooms, underground parking, lounge, restaurant, and retail spaces. Structures are proposed as three-story within the maximum height limit of 35 feet above grade.

In addition to various discretionary actions, a portion of the project site as proposed would require a rezone from RMH to T-R and a related Local Coastal Program Amendment for said rezone.

3.4.3 Carlsbad Coast Mixed-Use Residential

Preliminary Review: PRE 05-67

The site is generally located on the east side of Carlsbad Boulevard, north of Avenida Encinas and covers approximately 9.5 acres of land. Access to the project is provided via Ponto Drive. The proposed project would include 128 attached condominium units, 32,500 square feet of restaurant/retail space, 24 residential stacked flats, nine live/work units, and a four-level parking structure. Structures are proposed within the height limit of 35 feet.

The existing General Plan Land Use Designation for the Carlsbad Coast Mixed-Use Residential project is Unplanned Area-Travel/Recreation Commercial (UA/TR/C). The zone designation for the site is Planned Community (PC). The property is within the Poinsettia Shores Master Plan area.

In addition to the various discretionary actions, the project as proposed would require a General Plan Amendment, amendment to the Master Plan to identify proposed uses, and a Local Coastal Program Amendment.

3.4.4 Carlsbad Coast Hotel and Timeshare

Preliminary Review: PRE 05-75

This site is generally located east of Carlsbad Boulevard and south of Avenida Encinas, on approximately 14 acres. Access to the site would be from Avenida Encinas. The proposed project includes approximately 180 hotel units, 126 timeshare units, 3,700 square feet of retail/restaurant space, 5,000 square feet of banquet space, and a two-level parking structure. All of the hotel and timeshare units are proposed within a series of five three-story structures within the maximum height limit of 35 feet.

The existing General Plan is Travel/Recreation Commercial/Open Space and Community Parks (TR/C/OS) and zoning is PC. The proposed project is consistent with the existing General Plan Land Use and zoning and would therefore only require implementing permits.

**Table 3-1
Existing and Proposed General Plan Designations**

General Plan/Local Coastal Program Land Use Amendments	
Existing	Proposed
RMH (Residential Medium High – 8 to 15 dwelling units per acre)	<i>Special Planning Considerations Area</i>
RMH/TR (Residential Medium High and/or Travel/Recreation Commercial)	<i>Special Planning Considerations Area</i>
UA (Unplanned Area)	<i>Special Planning Considerations Area</i>
OS (Open Space and Community Parks)	<i>Special Planning Considerations Area</i>
TR/C (Travel/Recreation Commercial/Community Commercial)	<i>Special Planning Considerations Area</i>
TR (Travel/Recreation Commercial)	<i>Special Planning Considerations Area</i>

**Table 3-2
Proposed Land Uses**

Character Area	Property APNs	Existing General Plan Land Use	Proposed General Plan Land Use	Existing Zoning	Proposed Zoning	Developer Actions to Implement the Vision Plan
Garden Hotel	241-590-04; 241-160-19; 214-160-24	TR Travel/Recreation Commercial	<i>Special Planning Considerations Area</i>	CT Commercial Tourist (214-590-04) C-T-Q/RD-M-Q (214-160-19; 214-160-24)	No Change Proposed.	<ul style="list-style-type: none"> • Redevelopment Permit • Coastal Development Permit • Environmental Review • Improvements Agreement with City
Village Hotel	214-171-11; 214-160-25	RMH Residential Medium High (214-171-11) RMH/T-R Residential Medium High/Travel Recreation Commercial (214-160-25)	<i>Special Planning Considerations Area</i>	RDM-Q Residential Density-Multiple – Qualified Development Overlay (214-171-11) CT-Q/RDM-Q Commercial Tourist – Qualified Development Overlay/ Residential Density-Multiple – Qualified Development Overlay (214-160-25)	No Change Proposed.	<ul style="list-style-type: none"> • Redevelopment Permit • Coastal Development Permit • Environmental Review • Improvements Agreement with City

Table 3-2 continued

Character Area	Property APNs	Existing General Plan Land Use	Proposed General Plan Land Use	Existing Zoning	Proposed Zoning	Developer Actions to Implement the Vision Plan
Live-Work Neighborhood	214-160-04, -05, -06, -10, -11, -13, -20, -21, -25, -27, -28, -29, -34, -35, -36,	RMH/T-R Residential Medium High/Travel Recreation Commercial	<i>Special Planning Considerations Area</i>	CT-Q/RDM-Q Commercial Tourist – Qualified Development Overlay/ Residential Density-Multiple – Qualified Development Overlay	No Change Proposed.	<p>Note: Permits required may vary, depending on size of development, i.e., whether it is a small lot owner adding a commercial use to the existing residential use or whether it is a project entailing lot consolidations and larger-scale new construction.</p> <ul style="list-style-type: none"> • Redevelopment Permit • Coastal Development Permit • Environmental Review • Improvements Agreement with City
Townhouse Neighborhood	216-140-17	UA Unplanned Area	<i>Special Planning Considerations Area</i>	PC Planned Community	No Change Proposed.	<ul style="list-style-type: none"> • Amendment to Poinsettia Shores Master Plan • Coastal Development Permit • Subdivision Map(s) • Improvements Agreement with City • Environmental Review

Table 3-2 continued

Character Area	Property APNs	Existing General Plan Land Use	Proposed General Plan Land Use	Existing Zoning	Proposed Zoning	Developer Actions to Implement the Vision Plan
Mixed-Use Center	216-010-01, -02, -03, -04, -05; 216-140-18 (portion); vacated Carlsbad Boulevard (portion)	RMH Residential Medium High (216-010-01, -02, -03, -04, -05) UA Unplanned Area (216-140-18, portion)	<i>Special Planning Considerations Area</i>	RDM-Q Residential Density-Multiple – Qualified Development Overlay (216-010-01, -02, -03, -04, -05) PC Planned Community (216-140-18, portion)	No Change Proposed.	<ul style="list-style-type: none"> • Redevelopment Permit • Coastal Development Permit • Environmental Review • Improvements Agreement with City • Resource agency permits
Beachfront Resort	216-140-18	T-R/C Travel Recreation Commercial / Community Commercial	<i>Special Planning Considerations Area</i>	PC Planned Community	No Change Proposed.	<ul style="list-style-type: none"> • Coastal Development Permit • Improvements Agreement with City • Environmental Review

Table 3-3
Comparison of Carlsbad Boulevard Re-Alignment Alternatives

FACTOR	ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 3	ALTERNATIVE 4
Additional Vacated Acreage Available for Other Uses	Creates 0.8 acres on west side of Carlsbad Boulevard, available for use as a public linear park.	Creates 2.0 acres on west side of Carlsbad Boulevard north of Avenida Encinas and 1.8 acres on west side of Carlsbad Boulevard south of Avenida Encinas, available for use as a public linear park or potential expanded use for the South Carlsbad State Beach Campground.	Creates 0.8 acres on west side of Carlsbad Boulevard, available to be used as a public linear park. Creates 1.2 acres on east side of Carlsbad Boulevard, north of Avenida Encinas and 2.2 acres on east side of Carlsbad Boulevard, south of Avenida Encinas, available for additional development or community amenities.	Creates 0.5 acres on west side of Carlsbad Boulevard, available for use as a public linear park. South of Beach Way: Creates 0.8 acres on west side of Carlsbad Boulevard, available for use as a public linear park.
Effect on Vegetative Communities	Approximately 3.0 acres of Disturbed Diegan coastal sage scrub to be affected in median between Ponto Drive and Avenida Encinas. Retains cypress trees in median south of Avenida Encinas.	Approximately 3.7 acres of Disturbed Diegan coastal sage scrub to be affected in median between Ponto Drive and Avenida Encinas. Potential disturbance to approximately 0.6 acres of Southern Coastal Salt Marsh in median immediately north of the Los Batiquitos Lagoon bridges. Removal of cypress trees in median south of Avenida Encinas.	Approximately 3.7 acres of Disturbed Diegan coastal sage scrub to be affected in median between Ponto Drive and Avenida Encinas. Potential disturbance to approximately 0.6 acres of Southern Coastal Salt Marsh in median immediately north of the Los Batiquitos Lagoon bridges. Removal of cypress trees in median south of Avenida Encinas.	Approximately 3.7 acres of Disturbed Diegan coastal sage scrub to be affected in median between Ponto Drive and Avenida Encinas. Retains cypress trees in median south of Avenida Encinas.

Table 3-3 continued

FACTOR	ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 3	ALTERNATIVE 4
Parking	Provides 61 parking spaces (60 degree diagonal) and 48 parallel parking spaces.	Provides 61 parking spaces (60 degree diagonal) and 48 parallel parking spaces.	Provides 61 parking spaces (60 degree diagonal) and 48 parallel parking spaces.	Provides 61 parking spaces (60 degree diagonal) and 48 parallel parking spaces.
Traffic Signal Operations	More complex signal operation at Avenida Encinas due to width of median (longer time to make turning movements) but similar to existing condition.	Less complex signal operation at Avenida Encinas, due to standardized intersection (i.e., no wide median).	Less complex signal operation at Avenida Encinas, due to standardized intersection (i.e., no wide median).	Less complex signal operation at Avenida Encinas, due to standardized intersection (i.e., no wide median).
Vehicular Bridges	Retains existing northbound bridge; requires new southbound bridge to implement the grade-separated pedestrian underpass to the west.	Retains existing northbound bridge; requires new southbound bridge to accommodate lanes re-location and to implement the grade-separated pedestrian underpass to the west.	Requires two new bridges – one northbound and one southbound.	Retains existing northbound bridge; requires new southbound bridge to accommodate lanes re-location and to implement the grade-separated pedestrian underpass to the west.

**Table 3-4
Matrix of Required Project Approvals and Permits**

Project Approval or Permit	Approving Agency	Agency Designation (Lead or Responsible)
General Plan Amendment	City of Carlsbad	Lead Agency
Local Coastal Plan Amendment	City of Carlsbad	Lead Agency
Redevelopment Permit	City of Carlsbad – Dept. of Housing and Redevelopment	Lead Agency
Local Facilities Management Plan – Zones 9 and 22	City of Carlsbad	Lead Agency
Coastal Development Permit	California Coastal Commission	Responsible Agency
401 Permit – Water Quality Certification	California Regional Water Quality Control Board	Responsible Agency
404 Permit – Dredge and Fill	U.S. Army Corp of Engineers	Responsible Agency
1602 – Streambed Alteration Permit	CA Dept. of Fish and Game	Trustee Agency

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**Figure 3-1
Regional Location of the Project**

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**Figure 3-2
Project Vicinity**

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**Figure 3-3
South Carlsbad Coastal Redevelopment Area**

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**Figure 3-4
Aerial Photograph with Topography**

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Figure 3-5
Ponto Beachfront Village – Land Use Themes

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Figure 3-6
Existing Major Utility Lines

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Figure 3-7
Proposed Carlsbad Boulevard Improvements

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